This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims</u>:

Claims 1-11 (Canceled).

Claim 12 (Currently Amended): A display data processing method ~~characterized by~~ <u>comprising</u>:

      <u>selecting addition of a watermark to an image element of a content file; and</u>

      ~~a conversion step of converting~~ <u>generating a single package file from</u> ~~a~~ <u>the</u> content file<u>,</u> ~~representing an image element and~~ a layout control file for controlling a layout of the image element<u>,</u> ~~into a single package file;~~ and <u>control data used for removing the watermark, wherein</u>

      ~~a use limitation step of storing use limitation data to permit or inhibit individual use of content data contained in the package file representing the image element or layout control data contained in the package file for controlling the layout of the image element in the package file~~

      <u>the content file is stored in a first section of the package file,</u>

      <u>the layout control file is stored in a second section of the package file, and</u>

      <u>the control data is stored in a third section of the package file.</u>

Claim 13 (Currently Amended): A display data processing apparatus ~~characterized by~~ <u>comprising</u>:

      <u>a selector, operable to select addition of a watermark to an image element of a content file; and</u>

      ~~conversion means for converting~~ a <u>generator, operable to generate a single package file from the</u> content file<u>,</u> ~~representing an image element and~~ a layout control file for controlling a layout of the image element<u>,</u> ~~into a single package file;~~ and <u>control data used for removing the watermark, wherein</u>

      ~~use limitation means for storing use limitation data to permit or inhibit individual use of data contained in the package file representing the image element or data contained in the package file for controlling the layout of the image element in the package file~~

      <u>the content file is stored in a first section of the package file,</u>

      <u>the layout control file is stored in a second section of the package file, and</u>

      <u>the control data is stored in a third section of the package file.</u>

Claim 14 (Currently Amended): A display data processing method ~~characterized by~~ comprising:

a ~~display step of~~ reading a package file storing content data ~~representing~~ in which a watermark is added to an image element thereof, in a first section thereof, layout control data for controlling a layout of the image element in a second section thereof, and ~~use limitation data~~ control data in a third section thereof; and

removing the watermark from the content data and displaying the content data under the control of the layout control data, when the control data stored in the third section indicates an appropriate value[[;]]

~~an individual use step of reading the package file and using the content data or the layout control data individually; and~~

~~a management step of managing access to the package file and permitting or inhibiting the use in response to the use descriptions and the use limitation data.~~

Claim 15 (Currently Amended): A display data processing apparatus ~~characterized by~~ comprising:

a reader, operable to read ~~display means for reading~~ a package file storing content data ~~representing~~ in which a watermark is added to an image element thereof, in a first section thereof, layout control data for controlling a layout of the image element in a second section thereof, and ~~use limitation data~~ control data in a third section thereof; and

a display, operable to remove the watermark from the content data and ~~displaying~~ display the content data under the control of the layout control data, when the control data stored in the third section indicates an appropriate value[[;]]

~~individual use means for reading the package file and using the content data or the layout control data individually; and~~

~~management means for managing access to the package file and permitting or inhibiting the use in response to the use descriptions and the use limitation data.~~

Claims 16 and 17 (Canceled).

Claim 18 (New): The display data processing method according to claim 14, wherein use limitation data is stored in the third section of the package file, and

the display data processing method further comprises:

managing to permit or inhibit individual use of the content data in response to the read use limitation data.

Claim 19 (New): The display data processing apparatus according to claim 15, wherein

use limitation data is stored in the third section of the package file, and

the display data processing apparatus further comprises:

a manager operable to permit or inhibit individual use of the content data in response to the read use limitation data.